Canadian Mining Journal serves the operations segment of Canada’s mining industry. It provides its readers with pertinent information on the latest equipment, products, methods and technologies used in mining and mineral processing. With its AAM audited circulation, and multi-media delivery, CMJ guarantees advertisers exposure to the buying influences at the mine site, mill and head office.

**January – Mining in B.C., Yukon and N.W.T.**
To coincide with the Mineral Exploration Round-Up, this issue will feature our annual report on Mining in B.C., Yukon and N.W.T.

*BONUS DISTRIBUTION:* Mineral Exploration Roundup in Vancouver.
Advertising closes December 5. Material due December 12.

**February/March – Mining in Ontario/First Nations Relations – PDAC issue**
Our annual review on state of mining in Ontario includes the Ontario Mining Association’s Annual Report. The issue will also include a special feature on Canada’s First Nations and its relationship with the mining community.

*BONUS DISTRIBUTION:* PDAC Convention in Toronto, SME Annual Meeting in Denver, and to members of the OMA.

**April – Quarries and Aggregates**
New for 2017, an in-depth look at the strength of the quarry and aggregates industry in Canada.


**May – Safety and Autonomous Mining – CIM Annual Meeting Edition**
Our annual review of advances in safety measures at the mine, mill and plant. We will also continue with our series on Mine Automation, which is being driven by safety and financial concerns.

*BONUS DISTRIBUTION:* CIM Annual Meeting in Montreal.
Advertising closes April 1. Material due April 8.

**June/July – Base Metals in Canada/Mining in Prairie Provinces**
Our annual update on mining activity in Canada’s Prairie Provinces and a look at base metals projects across Canada. Includes our semi-annual supplement on Equipment Maintenance & Repair.

*BONUS DISTRIBUTION:* CIM Annual Meeting in Montreal.

**August – Top 40 Mining Companies in Canada**
Our annual ranking of Canada’s top 40 mining companies by revenue along with a review of the top development projects in Canada, the next “mines to be.”


**Summer – New Mining Technology (Poly-Bagged with August edition)**
New Mining Technology is a technology showcase where manufacturers and suppliers can highlight their advances and innovations in a one-page or double-page spread format. Each ad page comes with a free corresponding editorial page.

*BONUS DISTRIBUTION:* North American Mining Expo in Sudbury.

**September – Gold in Canada**
An update on new projects and technologies in Canada’s gold mining industry.

*BONUS DISTRIBUTION:* Feature Report on Heavy Equipment.

**October – Mining in Quebec & Maritimes**
Our annual review on mining activity in Quebec and the Atlantic Provinces. Includes an update on Plan Nord infrastructure projects.

*BONUS DISTRIBUTION:* PDAC Convention in Toronto, CIM Annual Meeting in Montreal.

**November – Buyers’ Guide**
The most comprehensive list of suppliers, products and services for the mining industry in Canada.

Advertising closes October 5. Material due October 12.

**December – Canada and NAFTA Mining**
Our annual look at the cross-border business of mining between Canada, U.S.A. and Mexico.

*BONUS DISTRIBUTION:* Mining Exploration Roundup in Vancouver and SME Annual Meeting in Denver.

**Equipment Maintenance & Repair:**
A 16-page centre-spread supplement bound within the June/July and October editions of Canadian Mining Journal. EM&R takes a look at what’s available to help prevent equipment failure and maintain optimum performance.

June/July issue closes May 11 for space and May 18 for ad material.

October issue closes Sept. 8 for space and September 14 for ad material. (Special ad rates apply. Ask for details)

**EDITORIAL TEAM CONTACT**

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Fax: 613-832-9079
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or editor@canadianminingjournal.com

Please be sure to include Alisha and Marilyn on your press release list.

**ONLINE NEWS**
Each issue of Canadian Mining Journal is posted online in digital and PDF format for increased exposure. Our website also contains exclusive news content that is updated regularly and links to pertinent press releases. www.canadianminingjournal.com
### 2017 Advertising Rates

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**Position Charges:**
- Full Page IFC & IBC = $6,550 (includes 4 colour)
- OBC = $6,800 includes 4 colour

Rates are gross in Canadian dollars. 15% commission to recognized advertising agencies.

### Mechanical Requirements

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### Other Products & Services

#### Professional cards
- 3-1/4” wide X
- 2” high B&W
- 3-1/4” wide X
- 2” high B&W + 1
- 3-1/4” wide X
- 2” high 4 colour

#### Inserts
CMJ can accommodate any size or shape of insert. Inserts can be bound in the magazine or polybagged with the issue. Distribution can be on a national or regional basis. Rates on request.

#### List Rental
CMJ’s mailing list is available to rent.

#### Appointment Notices
- $250 per column inch
- 4/C
- 10 1/4”
- $175 per column inch
- B/W
- 11 1/4”

### Circulation

Canadian Mining Journal’s circulation is independently audited and reported regularly by Alliance for Audited Media (AAM). Trusted by North America’s top advertisers and ad agencies, an AAM Audit Statement provides independently verified data critical for evaluating your media purchase. Auditing is verification. It is an impartial, in-depth examination of subscription records that ultimately grants media buyers the utmost confidence in their advertising investment with us.

CMJ is Canada’s only AAM Audited mining publication and we are CASL compliant.

June 2016 AAM Audit is 10,336 monthly subscribers, fully-requested.

Readership is 27,000 per month (2.7 readers per issue).

Google Analytics Audit for our website is 24,000 unique visitors and 50,000 page views per month.

### The Front Cover Package
The Front Cover Package allows your company to provide the front cover image and its logo on the bottom right corner. You also receive two pages of editorial within the issue. The total price of the package is $9,000.00.

### For further information on any of these products contact:

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At www.canadianminingjournal.com, each print edition is posted in digital format and every story is posted in html format. The website is also updated daily with the news from our Daily News Email service. Our news content helps generate an average of 50,000+ page views per month from 24,000 unique visitors (Google Analytics — June 2016). We can also do email blasts to our 4,000 CASL compliant email subscribers. Contact us now to have your message seen by our growing audience of mining and mineral processing professionals.

We use Google Analytics to track impressions and click-through rates.

### 2017 ADVERTISING RATES

**Earlug Banner**
- 234 pixels x 60 pixels
- **Maximum Exposure** Appears on all our web pages
- Maximum size: 30 KB GIF or FLash
- $700/MONTH

**SUPER BANNER (LEADERBOARD)**
- 728 pixels x 90 pixels
- **Maximum Exposure** Appears on all our web pages
- Maximum size: 40 KB GIF or FLash
- $990/MONTH

**BIG BOX**
- 300 pixels x 250 pixels
- **Maximum Exposure** Appears on all our web pages
- Maximum size: 40 KB GIF or FLash
- $890/MONTH

**BUTTON**
- 120 pixels x 90 pixels
- Appears on all our web pages
- Maximum size: 20 KB GIF or FLash
- $500/MONTH

### ADVERTISER EMAIL BROADCAST

We will broadcast your html file directly to our 4,000 CASL compliant email subscribers.

**COST IS $450/ THOUSAND NAMES**
(minimum cost of $600)

Open and click-through rates are tracked

### DAILY NEWS AD RATES

Canadian Mining Journal broadcasts a Daily News service four times a week, Tuesday thru Friday, to our 7,000 email subscribers.

**BIG BOX 1**
- 300 pixels x 250 pixels
- $1300/month or $475/wk

**BIG BOX 2 — BELOW “THE FOLD”**
- 300 pixels x 250 pixels
- $1200/month or $410/wk